



**FOR IMMEDIATE RELEASE**  
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## **GOVERNOR RECOGNIZES INSHAPE INDIANA TRAILBLAZERS AND INNOVATORS**

INDIANAPOLIS— Governor Daniels recognized several organizations at the 2<sup>nd</sup> annual INShape Indiana Health Summit on November 27 for their efforts to promote the INShape Indiana message to eat better, move more, and avoid tobacco. More than 750 people from 82 Indiana counties attended the summit.

Five organizations were honored as INShape Indiana Trailblazers by Governor Mitch Daniels and Anthem Blue Cross and Blue Shield. Trailblazers are organizations who have shown outstanding leadership in their communities in promoting the INShape Indiana initiative. Each Trailblazer received a \$1,000 cash award to help them continue in their work for INShape Indiana.

Governor Daniels also recognized seven organizations and one county as INShape INnovators. INnovators are businesses, organizations, and municipalities that were the most successful in encouraging participation in INShape Indiana. Selection was based on the percentage of individuals from the organization or municipality who had registered online for free at [www.INShape.IN.gov](http://www.INShape.IN.gov).

"We're very proud of our Trailblazers and INnovators," said Governor Daniels. "They've been pioneers in their communities, promoting the message of INShape Indiana to the people they serve."

The INShape Indiana Trailblazers are:

- **4Community Health Initiative** is a regional collaboration in Northwest Indiana between United Way agencies in Lake, Porter and LaPorte Counties, with local funds from a number of organizations and matching funds from the Lilly Endowment. The focus of the project is obesity reduction and increased knowledge in the areas of nutrition and fitness. The populations reached include at-risk minority women, grade school students, adolescents, college students, families and the general adult population. Partners in this effort, which is in its second year, have included community hospitals, two university departments, the regional Boys and Girls Club, the YWCA, and the YMCA. One of the projects of the 4Community Health Initiative developed a fitness curriculum for fifth graders that included daily physical activity. Over the 12-week program, some measurable improvement in body mass index (BMI) of the students was recorded. Another project under the 4Community umbrella involved the Purdue Calumet Nursing Department screening and counseling (on nutrition and physical activity) to 400 patients at two clinics in medically underserved areas.
- **Evansville/Vanderburgh School Corporation School Community Council** is a group of more than seventy agency representatives and school personnel working together to improve the health of students, families, and the community. This organization had been meeting informally for several years at one school, but developed a more strategic approach in 2000 when a local health foundation, Welborn Baptist Foundation, Inc., granted them funds to create an infrastructure that allowed for expansion. Health teams were developed in 2003 to address the issues of asthma, mental health (including drug, alcohol, and tobacco use), and nutrition and physical activity. Health professionals of many disciplines, university faculty, government and business leaders, school representatives, as well as community volunteers meet on a regular basis to identify areas of need and develop and implement action plans that address those needs. Among other things, members of the School-Community Council Nutrition & Physical Activity team spearheaded the successful *Healthier Evansville Initiative* to bring heightened awareness to the Evansville community regarding the importance of good nutrition, physical activity, prevention, and healthy lifestyle choices. The Council has been recognized nationally for its ability to maintain a high level of community collaboration that continues to grow and expand.



- **Fort Wayne Walks One Million Miles** was launched in the spring of 2006. More than 8,000 residents of Fort Wayne walked 1,370,162 miles collectively over a 12-week period (April 17<sup>th</sup> to July 9<sup>th</sup>) with 165 groups participating. A number of organizations were involved in the planning and execution of the program including Fort Wayne Sports Corporation, the local YMCA, and America on the Move. Community sponsors included BKD Foundation, *The Journal Gazette*, NoMoreClipboard.com, Comcast, Parkview Hospital Community Health Improvement Program, the Community Foundation of Greater Fort Wayne, and 101.7 FM-WLDE. A post-program survey found that while fewer than 15% of the participants took the recommended 10,000 steps a day prior to the program, nearly 45% achieved this level as a result of the program. This program is continuing forward with its efforts in connection with America on the Move in Fort Wayne.
- **Goodwill Industries “Good Signs.”** Goodwill Industries of Central Indiana is in its second year of implementing a comprehensive four-year wellness initiative aimed at helping its 1600 employees and their families adopt healthier lifestyles. The plan includes health awareness efforts and lifestyle change programs (including personal health coaching), and provides a supportive environment for those who participate. The various components are being evaluated on an ongoing basis.
- **Voice** is a youth-led anti-smoking initiative that focuses attention on the marketing tactics of the tobacco industry. Members of Voice communicate with their peers about actively taking a stand against tobacco use and tobacco marketing within their communities. In the past year the group was the focus of the Indiana Teen Institute’s high school summer camp session, ACT 2005 (a fall statewide youth summit with a strong activism component), and Drop Dead Day (an event calling attention to the number of Hoosiers who die each day as the result of tobacco use). A Voice documentary has been produced to be used as a recruitment tool for students, as well as two public service announcements/ads that feature Hoosier students speaking out about tobacco use and tobacco industry marketing tactics. The Indiana Tobacco Prevention and Cessation (ITPC) board supports the work of Voice.

INShape INnovators include: Bendix Commercial Vehicle Systems in Huntington County, Children’s Bureau, Clarian Health Partners, Cole Center Family YMCA – Noble County, Indiana Department of Insurance, Indiana University-Purdue University Indianapolis, Indianapolis Public Schools, and Knox County.

The INShape Indiana Health Summit emphasized nutrition, physical activity, and tobacco cessation. Representatives from schools, businesses, government and the media, religious leaders and health professionals met to discuss a variety of topics, including school and worksite health, community and faith-based organizations, and health for people over the age of 50.

“We’re proud to be associated with INShape Indiana,” said Dennis Casey, President of Anthem Blue Cross and Blue Shield. “Governor Daniels has performed a great service for the people of Indiana by making health a top priority for his administration.”

Governor Daniels launched INShape Indiana in July 2005, challenging Hoosiers to make healthy choices. The program provides statewide information on physical fitness activities, nutrition, and smoking cessation through its Web site at: [www.INShape.IN.gov](http://www.INShape.IN.gov). INShape Indiana is personalized and allows participants to track their progress on the Web site.

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